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CONSUMER TIME

UNRRA OVERSEAS

NETWORK: NBC

DATE: February 23, 1946

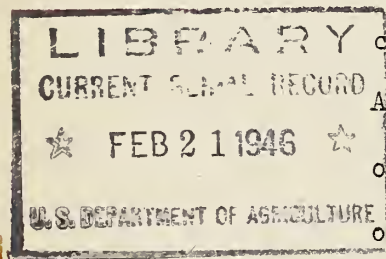
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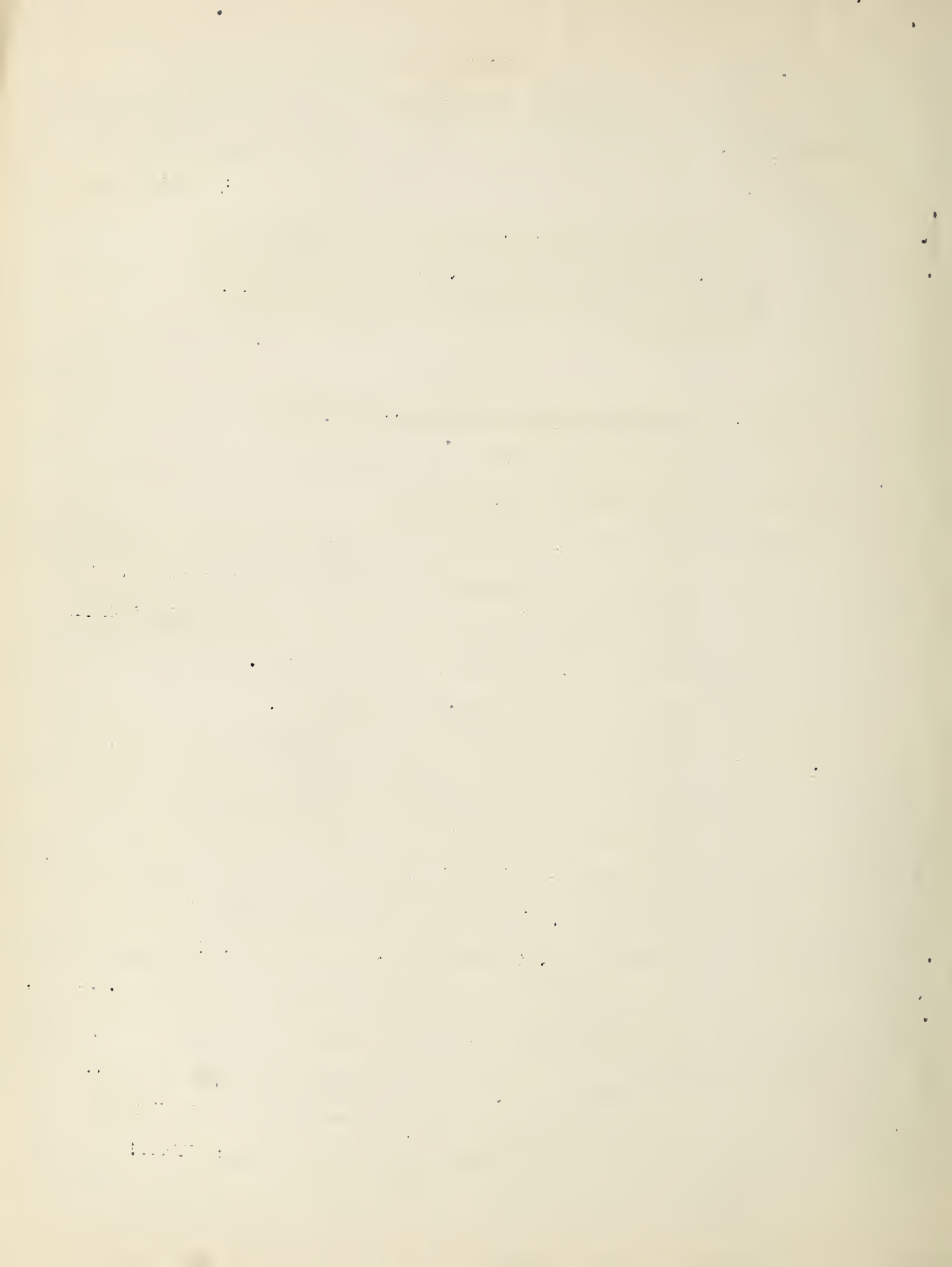
TIME: 12:15-12:30 PM - EST

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.
And here are Mrs. Freyman and Johnny.
5. JOHN: In the past few weeks, we have been hearing a great deal about the terrible conditions of hunger and cold in European countries, and in the Orient. The President has asked Americans to "tighten their belts" so that more food may go overseas. We have heard that Europe faces the worst year of hunger, in her history. And in China, India and other countries of the Orient, people are near starvation. Today, on CONSUMER TIME, we are going to bring you a first-hand story of this great world need for food and supplies...from people who know best...representatives of the United Nations Relief and Rehabilitation Administration: UNRRA!





6. FREYMAN: We have with us in the studio, Mr. Roy F. Hendrickson, deputy director of UNRRA, who is supervisor of relief and rehabilitation in the Far East. We're going to hear his story...and then we'll switch you to Rome, Italy for a first-hand account of wintertime conditions there. Talking to us from Rome will be Max Jordon, NBC foreign correspondent and Guy Hickock, director of UNRRA's activities in Italy. We will also hear from one of the war-destitute families in Italy, who has received relief aid.
7. JOHN: Mr. Hendrickson we understand that you returned only a short while ago from an extensive trip through the Orient... where you were reviewing the work and the requirements of the United Nations Relief and Rehabilitation Administration. We'd like to hear a little about the conditions over in China right now...
8. HENDRICKSON: China's need for food and clothing, and other supplies... is nothing short of appalling. It seems hard to believe now...but China has been ravaged by fourteen years of continuous war. Those fourteen years have left behind a deadly toll of poverty and disease and hunger. And when you realize that there are more people in what was "occupied China"...than there are in all of the areas overrun by the European Axis...you get a general picture of the vastness of the relief problem in the Orient.
9. FREYMAN: Could you tell us something of what UNRRA is doing there now, Mr. Hendrickson?

10. HENDRICKSON: Well, as you know, the agreement between the Chinese Government and UNRRA, setting the terms and conditions of the relief program, was signed in October. Last month, fifteen large ships, laden with over 100,000 tons of food, clothing, and medicine, steamed into Chinese ports. The first relief supplies of any quantity, since the Japanese sealed China's ocean ports from the world in _____.
11. FREYMAN: A hundred thousand tons sounds like a lot of supplies!
12. HENDRICKSON: It is a good start...but remember, millions of people are in need of that precious cargo. And then, too, there's the tough problem of moving supplies back into the interior. Although some of China's seaports are open...the inland transport system of the country has been virtually blasted out of existence. There's a big job to be done...in simply getting transportation rolling again.
13. JOHN: And that, of course, is part of UNRRA's work.
14. HENDRICKSON: Yes, because...as you know...it is UNRRA's real objective to "help people to help themselves..." We're working right now...to help provide trucks and rail equipment, barges and landing craft...to rebuild coastal and river shipping. The real flow of supplies to China will proceed as fast as this transport system can be rebuilt.
15. JOHN: How about China's ability to grow her own food? Is her agriculture getting back on it's feet?
16. HENDRICKSON: Slowly, yes. But in some parts of China, the farmlands have been virtually wiped out. Rural Human lies fallow, because the enemy stripped the farming villages, killed the water buffaloes, and used agricultural tools for firewood. And there's the Yellow River valley you know, which is flooded, and ruined for agriculture.

17. FREYMAN: Didn't the Chinese once blow the dikes of the Yellow River, to stop the enemy advance, Mr. Hendrickson?
18. HENDRICKSON: Yes...that was back in 1938. The dykes were blown up at one point, to stop the enemy...and at another point, they were destroyed by gunfire during a battle. The result was that many thousands of acres of rich farmland were flooded. The farmers had to flee their homes. The course of the river was completely changed, and during wartime...the river could not be controlled.
19. JOHN: So the plan is to reclaim all that flooded farmland.
20. HENDRICKSON: Yes...and to turn the Yellow River back onto its old course. You can imagine what a mammoth task that's going to be. The idea is to turn it back so it flows into the Po Gulf... and that's about 250 miles away from it's present outlet.
21. FREYMAN: Moving a river 250 miles...it sounds impossible.
22. HENDRICKSON: Well, I'd say that nothing is impossible for the Chinese. Their capacity for getting back on their feet, despite all odds, is a wonderful thing. Their rugged determination to rebuild and rehabilitate...is something almost beyond our comprehension.
23. FREYMAN: How is UNRRA helping get the Yellow River back on its course, Mr. Hendrickson?
24. HENDRICKSON: Well, we've sent engineering equipment, and food, which will be used as pay for labor. And we're helping in every other way we can because we consider this the most important contribution we can make to China's agricultural rehabilitation. If she can reclaim that land, she can grow some two-hundred-million bushels of grain every year...which will go a long, long way towards feeding the hungry people of China.

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25. FREYMAN: Mr. Hendrickson...how about the people you talked to, in your journey across China. Did they seem gloomy, or downhearted about their future?

26. HENDRICKSON: On the contrary...I would say that most of the people I saw were full of optimism for their future. China knows, that with help from the United Nations...together with her own ingenuity she will be able to recover from the longest war that any of the Allied countries has had to endure.

(HENDRICKSON CONTINUES TO 12:22)

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27. FREYMAN: Well...thanks very much, Mr. Roy Hendrickson, for your very interesting report on China.

ENGINEER: WATCH CUE COMING UP...12:22 p.m., EST...CUE UNDERLINED.

28. JOHN: And now...for a report from overseas. We're going to hear about conditions in Europe...and what UNRRA is doing in Italy. We take you now to Max Jordon, in Rome!

ENGINEER: RETURN FROM ROME AT 12:28 p.m., EST ON CUE: "THIS IS MAX JORDON IN ROME, RETURNING YOU TO WASHINGTON, D. C.

JOHN: Thank you, Max Jordon, and Guy Hickock for that first-hand report on conditions overseas, and especially in Italy.

FREYMAN: Today, CONSUMER TIME friends, we have heard from Mr. Roy F. Hendrickson, deputy director general of the United Nations Relief and Rehabilitation Administration, who told us about UNRRA's work in the Orient. We heard also from Max Jordon, NBC foreign correspondent in Rome, and Guy Hickock, director of UNRRA in Italy, who gave us the picture over there.

JOHN: Mrs. Freyman, what we've just heard, sort of sums up and gives reason to all we've been hearing about how badly the war-torn countries need our help...and all the help we can give them.

FREYMAN: Yes...and hearing what we've heard today...makes us all the more willing to do anything we can as the President asked...so that other less fortunate people...may have a little more.

JOHN: And it looks as though about all we're being asked to do is eat bread that's only a little different from what we're used to...

FREYMAN: And to save and use every bit of it...

JOHN: And that isn't much to ask of anyone... Now...about next week's program...

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FREYMAN: This is the time of year, Johnny...when people are beginning to look at all the pretty pictures in the seed catalogues. And they're making plans for what they're going to grow in that backyard garden this spring.

JOHN: Right! So...next week we're going to give some advice to gardeners...from the Department of Agriculture.

FREYMAN: We'll tell about insecticides...and weed killers...about what's new in flowers and vegetables. And just generally try to help you plan your 1946 garden.

JOHN: So be with us then...for another edition of...

SOUND: CASH REGISTER*...

ANNCR: CONSUMER TIME!

SOUND: CASH REGISTER...CLOSE DRAWER.

ANNCR: CONSUMER TIME, written by Christine Kempton, is produced by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D.C.

This is NBC, the National Broadcasting Company.

